

EQUITY IN SIGHT An Update on Efforts to Close the Twin Cities' Racial Employment Gap







Greater Twin Cities United Way



Mark A. Haase

Vice President

Building Community Capacity to Address the Causes and Consequences of Crime



DEMONSTRATION

Criminal Records

Race & Employment

(In 400 Seconds)



Mark Haase



The Council on Crime and Justice

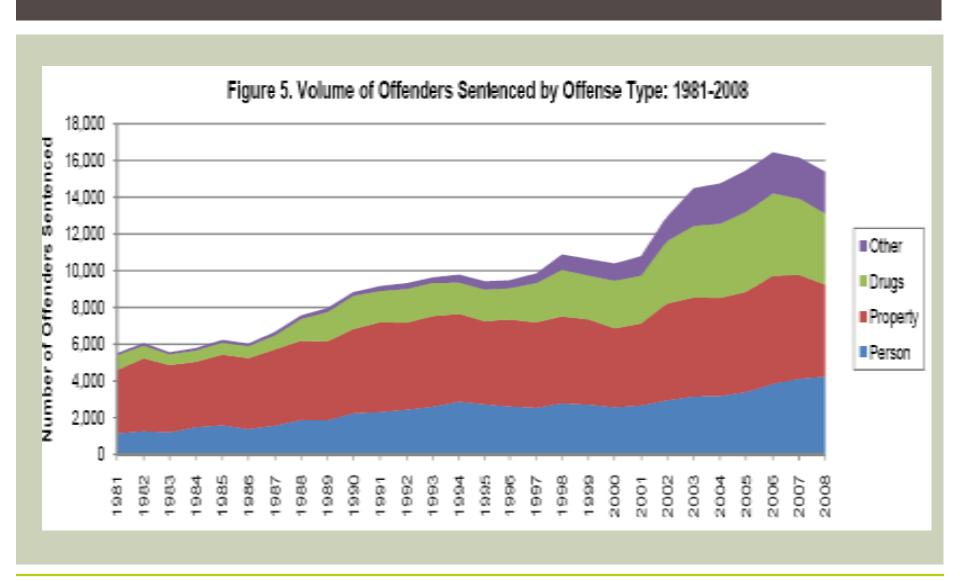
INCREASED CRIMINALIZATION

Currently, 1 in 26 Minnesotans are under correctional control – in prison or jail, or on parole or probation.

Minnesota has the 8th highest rate in the country.

An estimated 1 in 4 Minnesotans has some type of criminal record.

In 1982, 1 in 98 Minnesotans were under correctional control, 380% increase.



ACCESS

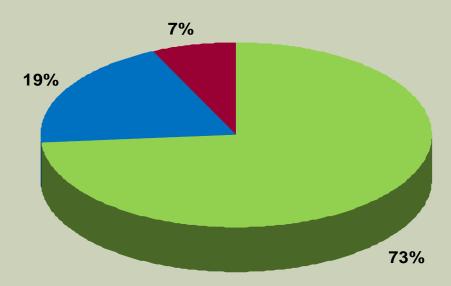




Many juvenile and most adult criminal records are public indefinitely. They are very difficult, in most cases impossible, to have sealed.

USE OF RECORDS

Do you conduct <u>criminal background checks</u> for any job candidates?



- All job candidates
- Selected job candidates
- No, my organization does not conduct this type of background check for any of its job candidates

Note: n = 347. Not sure" responses were excluded from this analysis.

Slide adapted from January 22, 2010 SHRM presentation titled: Background Checking: Conducting Criminal Background Checks

COLLATERAL SANCTIONS

- department of human services -PCA's, Hospitals, Child Care, etc.
- department of health
- board of behavioral health & therapy
- board of barber & cosmetologist examiners
- department of corrections
- county community corrections
- board of peace officer standards & training
- board of accountancy
- department of education
- board of teaching
- board of social work
- board of dentistry
- department of labor and industry
- federal aviation commission
- department of homeland security

RACIAL DISPARITIES



In Minnesota, African American / Black individuals comprise **35.4%** of the incarcerated population and **4.6%** of the general population.

RACIAL DISPARITIES

- Differences in crime rates do not account for the racial disparities.
- ■In Hennepin County in 1999, the percentage of African Americans arrested for violations of drug laws was twice as high as the percentage of whites arrested, while research shows that illegal drug usage is roughly equal between racial groups.

EMPLOYMENT CALL BACKS



- ■White men without a criminal record = 34%
- ■White men with a criminal record* = 17%
- Black men without a criminal record = 14%
- Black men with a criminal record = 5%

*Felony cocaine with intent to distribute conviction.

From "The Mark of a Criminal Record", Devah Pager

RESPONSE



Education

Policy Reform

BENEFITS OF HIRING

- Skills and Qualifications
- Loyalty
- Work Ethic
- Diversity
- Work Opportunity Tax Credit & Bonding
- Community Need



LEGAL COMPLIANCE

- Fair Credit Reporting Act (FCRA)
- Title VII of the Civil Rights Act and EEOC Guidelines
- Negligent Hiring Liability

PEPSI PAYS \$3.1 MILLION

An investigation by the EEOC found reasonable cause to believe that Pepsi's background check policy was a tool for discrimination.

Between 2006 and 2010, more than 300 black applicants were denied employment based on arrest records.

POLICY REFORM



The Minnesota Second Chance Coalition is a partnership of over 50 organizations that advocate for fair and responsible laws, policies, and practices that allow those who have committed crimes to redeem themselves, fully support themselves and their families, and contribute to their communities to their full potential.

"BAN THE BOX"

A public employer may not inquire into or consider the criminal record of a job applicant until the applicant has been selected for an interview.

Minn. Stat. 364.021



"SAFE HIRING"

An employee's criminal history cannot be introduced as evidence if:

- (1) the duties of the position of employment did not expose others to a greater degree of risk than that created by the employee interacting with the public outside of the duties of the position or that might be created by being employed in general;
- (2) the offense had been expunged or pardoned; or
- (3) the record is of an arrest or charge that did not result in a criminal conviction.

Minn. Stat. 181.986

CURRENT REFORM EFFORTS

Ban the Box 2013

House File 690/Senate File 523

- Will require private employers in Minnesota to wait until selecting candidates for an interview before inquiring about criminal records.
- Has passed committee deadlines and is awaiting a vote of the full House and Senate.

CURRENT REFORM EFFORTS

Youth Oportunity Act

House File 392/Senate File 286

- Currently 16-17 year olds charged with any felony offense automatically end up with public records, even if the charges are dropped or reduced.
- This legislation would allow judges to decide if these records should be public or not depending on the circumstances.
- Has passed committee deadlines and is awaiting a vote of the full House and Senate.

SUPPORT FOR PEOPLE WITH RECORDS

CRIMINAL RECORDS INFORMATION (612) 353-3024 records@crimeandjustice.org

Criminal Records Seminars: First Tuesday of each month at the Minneapolis Urban League.

Second Chance Saturdays: Third Saturday of each month.

LOOKING AHEAD

- Research
- Education
- Policy Reform
 - Expungement
 - Human Services Licensing
 - Reduction of collateral sanctions
- Support and Training Programs



www.crimeandjustice.org 612-353-3000



Ellen Watters

Principal and Co-Founder of Civic Source Consultant to:









"Eds and Meds Adjacent to Central Corridor"



Central Corridor Anchor Partnership



Central Corridor Anchor Partnership

Augsburg College Bethel College Fairview Health Services/U of M Medical Center Hamline University Metropolitan State University Minneapolis Community & Technical College Regions Hospital/ HealthPartners St. Paul College United Hospital/Allina University of Minnesota University of St. Catherine University of St. Thomas Central Corridor Funders Collaborative



Organized Around Principle of Shared Value

Benefit for both anchor institutions and Central Corridor Communities, especially low income residents



Central Corridor Anchor Partnership







Primary Strategies





Central Corridor Anchor Partnership











Create wealth by aggregating the demand from the anchor institutions and matching that with local suppliers that employ local residents and invest in the community.



Personnel



Create health careers pathways and other recruiting strategies to build a work force that is more representative of local neighborhoods

Better healthcare outcomes
Better student achievement outcomes
Creates greater local employment





Personnel

Scrubs Camp

- Students going into 9-12 grade
- St. Paul College
- August 2013
- 60 students in St. Paul
- 100 students at Augsburg



Personnel



Central Corridor Fellows Program

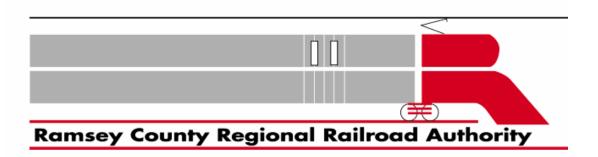
- MCTC and St. Paul College students
- Jobs in healthcare
- 50 students summer 2013

Central Corridor Anchor Partnership













Project Goals:

- Increase knowledge
- Increase access to resources
- Increase employability





Focus on unemployed and underemployed residents in:

Frogtown
Summit-University
Skyline Tower
Glendale Community
Cedar-Riverside



Strategies:

Neighborhood outreach Employer outreach Tools -- WorkKeys





Connector Strategy:

Built on Trusted Advocate model

Managed by District Councils Collaborative

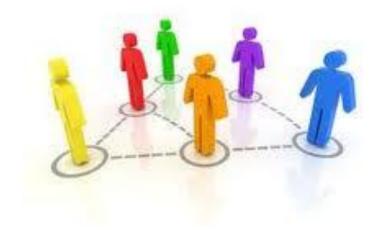
7 Connectors





Connector Strategy

Early success...



- Resident using WorkKeys to get a raise
- St. Paul Saints offering .25 cent/hour bonus
- 70 people at first Community Learning Session



Connector Strategy

Introducing residents to:



Scrubs Camp
Central Corridor Fellows program



Avi Viswanathan HIRE Minnesota Coalition Organizer









Moving Minnesota from Worst to First in Racial Equity in Employment

HIRE Minnesota

Mission

To ensure that public investments in job creation reduce racial disparities and lift people out of poverty

History of HIRE Minnesota

- Founded in 2008 by Louis King
- Held a series of town hall meetings to engage and build community support
- Thousands of people and 75 organizations formed a coalition











Our Current Campaigns

Minnesota Department of Transportation

Central Corridor Light Rail Construction

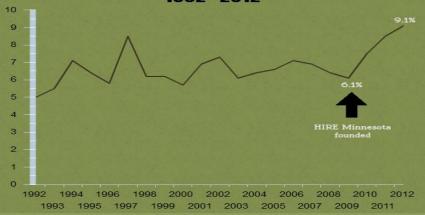
Vikings Stadium Construction







20 years of MnDOT Hiring 1992-2012



We've come a long way.

329

189 %

21%

People of color hired statewide in 2012 Increase in people of color hired statewide since 2009 Increase in people of color hired statewide in the past year

But there's more to do.

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people of color employed on MnDOT projects: 9.1%

minority hiring goal for Anoka, Dakota, Washington, Carver and Scott Counties: 22%

minority hiring goal for Hennepin and Ramsey Counties: 32 %

Let's get to work.



www.hiremn.org

Piktochart

Light Rail Construction

Met Council sets goal to hire 18% people of color and 6% women for the build out of the Central Corridor Light Rail.



Light Rail Construction

Attended regular monthly meetings

Brought stakeholders into the process

Shared information with members and media

Created tools to improve the process











FROM VORST TO FIRST!



Philomena Morissey Satre Vice President of Diversity & Inclusion





Equity In Sight Close the Twin Cities Racial Employment Gap

Philomena Morrissey Satre

VP, Diversity & Inclusion Consultant Mountain Midwest Regional Banking

Together we'll go far



Mountain Midwest Objectives

Diversity and Inclusion

2013 Regional Focus Areas

Diversity & Inclusion network leaders align their events and activities around the 4Rs:

Recruitment

Retention

Return on Investment (ROI)

Reputation

Recruitment

Recruitment

Diversity & Inclusion Recruiting Collateral

- ATM Ads
- Brochure

Join a company that values you





Our team members are our competitive advantage. Consider a career at Wells Fargo no matter what stage or phase of life you're in.

Get started today: wellsfargo.com/careers

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Celebrating diversity and inclusion in



the Mountain Midwest Region





Imagine a company where differences are resources for success. Imagine yourself at Wells Fargo.

Make a difference - Get connected





Wells Fargo South Dakota team members at the 2010 Juneteenth celebration

Take your career to the next level and get connected with your community. Join a Diversity & Inclusion network in your area.

Go to Teamworks and search Great Lakes Diversity and Inclusion today.

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21st Year Minnesota Internship Program



- Demonstrate and develop skills, gain valuable work experience
- Goal: Hire 50% of interns from ethnically diverse backgrounds
- Develop recruitment partnerships
- 1,200 Interns
- 46% Retained

Wells Fargo Career Expos

- Recruitment events focused on hiring from the diverse segments across the region hosted in the local market in partnership with local University or non profit.
- Workshops offered
- Community non profits: African
 Development Center and Goodwill
- Hired: 10%-25% of applicants
- 6-10 Expos planned in 2013



Career Expo: Veterans/People with Disabilities Community

This event is open to the public - bring your family and friends!

Brought to you in partnership with Goodwill/Easter Seals Minnesota, co-hosted by the Wells Fargo Veteran's Network MN, Diverse Abilities Network MN, Twin Cities Recruiters' Forum and Regional Banking Diversity and Inclusion.

Some of the participating Wells Fargo Business Lines include:

- Retail Banking
- Wholesale Banking
- Insurance
- Customer Connection
 Home Mortgage
- Informational Workshops:
- Building Your Resume –
 How to Get Noticed! (4:45
 p.m.)
- Navigating Through the Application Process (5:40 p.m.)
- Successful Strategies for Networking and Interviewing (6:30 p.m.)

Additional resources include:

- Resume Review
- Retail Bankers
- Veterans Network MN
- Diverse Abilities Network
 MN

- Are you currently seeking another career opportunity?
- Would you like to find out about different career options within Wells Fargo?
- Do you want to learn how you can best prepare for your next career move?
- Are you interested in learning more about Goodwill/Easter Seals Minnesota and how they assist others?

Recruiters from multiple business lines within Wells Fargo will share career-related opportunities and be available to answer any of your career questions. The goal is to provide insight on how you can advance your career within Wells Fargo.

Date: Tuesday, March 6, 2012 Time: 4:30 - 7:00 p.m.

Location: Goodwill/Easter Seals Minnesota

553 Fairview Avenue N St. Paul, MN 55104

- Business Casual
- · Light refreshments will be available

REGISTER TODAY: http://www.surveymonkey.com/s/Goodwillo312

Questions:

Regional Banking Diversity & Inclusion – sheryl.f.cristobal@wellsfargo.com Veterans Network MN – eric.j.halvorson@wellsfargo.com Diverse Abilities Network MN – torrey.j.rahler@wellsfargo.com



Onsite Career Exploration visits

- Visits from High Schools and Colleges to get a sneak peek at a career at Wells Fargo
- Skill based learning
- Team members share their experiences
- Recruiters provide overview of how to apply and be a competitive candidate
- Examples include: Step Up, Power of You

Community Workshops

 Teach career skills workshops in the community with topics which include: Resume Writing, Interviewing skills, Networking, and positive mental mindset

 Colleges and Universities and non profits in the community



Wells Fargo Career Expos

 Recruitment events focused on hiring from the diverse segments across the region hosted in the local market in partnership with local University or non profit.

 Expos also include workshops for applicants, including online application overview, resume development, and interviewing skills.

Attendance: Up to 125 applicants per event

■ Hired: 10%-25% of applicants

6-10 Expos planned in 2013



In-Language Recruitment Fliers

Currently 3 versions: Spanish, Hmong, Somali

 Promote teller and personal banker positions in language of applicant base.







Retention

Diversity/Inclusion Networks in MN

Team Members Networks

Asian Connection

Black/African American
Connection

Diversabilities

Latin Connection

Middle East Network

Military Veterans Group

Pan-African Network

Pride (LGBT)

Women's Network

Diversity Councils in Mn

MN Community Banking Minnesota Regional

Communities of Practice

Groups

Boomers Connection

Environmental Green Team

Parents Group

Running Team

Stagecoach Speakers

Young Professionals Network

Volunteerism 2 days per year-153,000 hours

Why we volunteer

- To make a meaningful impact in the communities where we live and work
- Promote the long-term economic prosperity and quality of life for everyone in our communities
- Board service, mentoring, teach Financial Literacy, etc.

Career Development Webinars

To provide team members with information, tools, and resources to support ongoing performance, learning, and career growth at Wells Fargo.

- Over 2,000 Retail team members participated in 2012
- Examples of 2012 webinars:
 - > Getting Involved with Diversity & Inclusion Networks
 - > Developing your Personal and Professional Brand
 - > Creating a Resume and Preparing for Job Interviews
 - > I am Stuck, How Do I Move on?

Work Life and Wellness Webinars

 Focus on balancing Work with Life to reduce medical costs/ stress-related disabilities, improve productivity, reduce anger and frustration, increase maximum performance

- > Living in a Highly Connected World
- > The Emotionally Healthy Workplace
- > Diet and Chronic Disease
- > Managing Change: How to Succeed in an Ever-Changing World

8,000 team members participated in 2012

IES (Improving English Skills)

Bi-weekly classes for nominated team members wanting to improve their English proficiency by using their unique sound/symbol relationship approach.

- 170 team members participated to date
- 95.2% retention; 72% promotion
- 50 countries
- Sales and service improvement, pass citizenship test, and improvement in self confidence
- Diversity Supply Vendor: English Proficiency Systems (EPS)

Improving English Skills Graduation, December 2012



Annual Diversity and Inclusion Summit

Unique leadership development opportunity for Mountain Diversity and Inclusion leaders to experience a 2-day professional development conference.

Purpose – to develop leaders, recognize great efforts, increase awareness of resources, connect leaders with each other and share best and promising practices.



College Expo and Education Fair

 Team members can find information about degree completion, undergraduate and graduate programs

24 Colleges and Universities participating

4 workshops offered



What we do today, right now, will have an accumulated effect on all of our tomorrows.

~Alexandra Stoddard

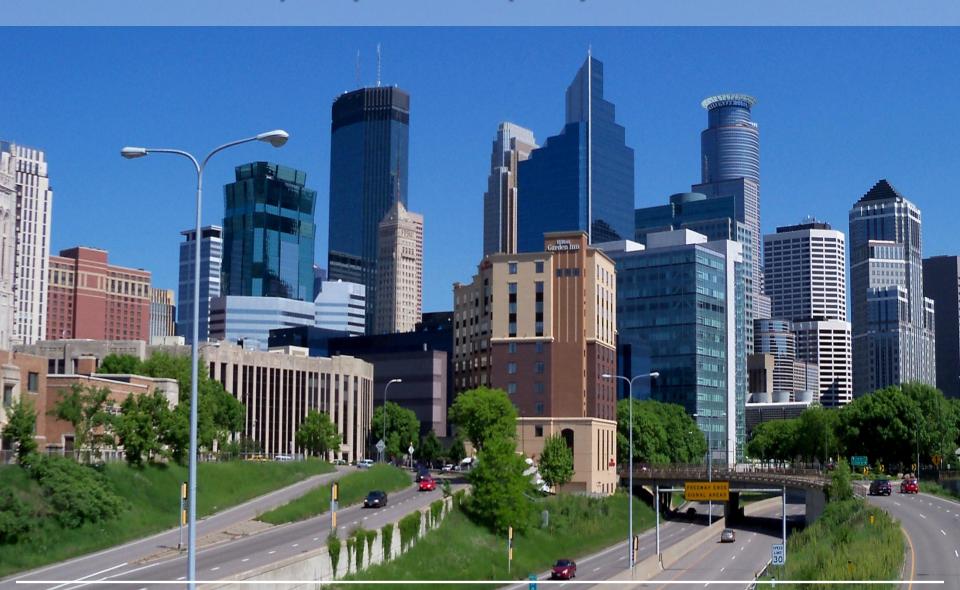


Cam Gordon Minneapolis City Council - Ward 2

Karen Francois Director of Employment Equity



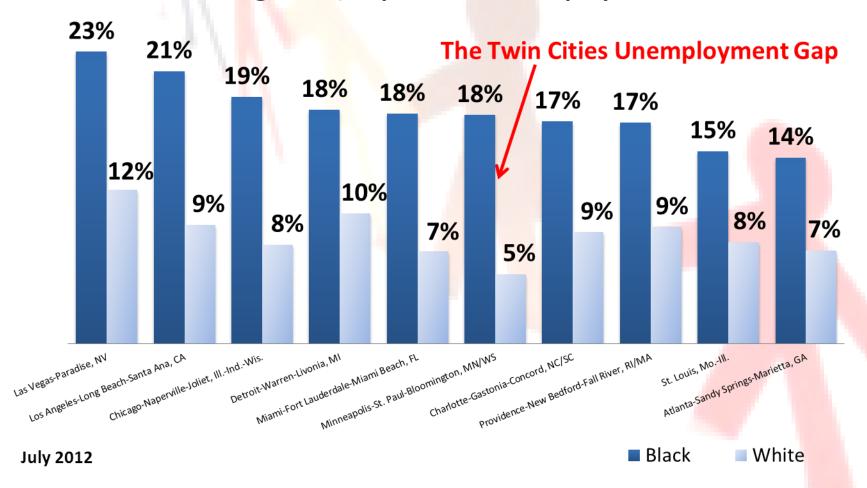
City of Minneapolis Equity In Employment







Metro Regions w/ top 10 Black Unemployment Rates





Be it Resolved by the City Council of the City of Minneapolis:

Reaffirms its commitment to being a city where everyone can thrive economically and where race will no longer predict an individual's level of educational attainment, likelihood of going to prison, life expectancy, income or employment status.

Be it Resolved by the City Council of the City of Minneapolis:

Institutional Racism is a primary reason for the unemployment disparity between whites and blacks.

Be it Resolved by the City Council of the City of Minneapolis:

City of Minneapolis will lead by example and better incorporate racial equity into all City policies and practices and demonstrate how an institution can openly, responsibly and effectively address this issue with commitment and concrete actions.





Be it Resolved by the City Council of the City of Minneapolis:

Develop and implement an Equity
Assessment Toolkit to inform City
budget, policy and program decisions,
including the annual City budget, hiring,
retention, employee training, promotion,
contracting and purchasing.

Racial Equity Assessment Toolkit



ADVANCE OPPORTUNITY.
ACHIEVE EQUITY.

How Do I Use This Toolkit?

With Inclusion. The analysis should be completed by people with different racial perspectives.

Step by step. The Racial Equity Analysis is made up of six steps from beginning to completion:

Step 1. Set Outcomes.

Leadership communicates key community outcomes for racial equity to guide analysis.

Step 2. Involve Stakeholders + Analyze Data.

Gather information from community and staff on how the issue benefits or burdens the community in terms of racial equity.

Step 3. Determine Benefit and/or Burden.

Analyze issue for impacts and alignment with racial equity outcomes.

Step 4. Advance Opportunity or Minimize Harm.

Develop strategies to create greater racial equity or minimize unintended consequences.

Step 5. Evaluate. Raise Racial Awareness. Be Accountable.

Track impacts on communities of color overtime. Continue to communicate with and involve stakeholders. Document unresolved issues.

Step 6. Report Back.

Share information learned from analysis and unresolved issue with Department Leadership and Change Team.





Racial Equity Assessment Toolkit



ADVANCE OPPORTUNITY. ACHIEVE EQUITY.







resources towards increasing racial equity.





Create an Equity Assessment Toolkit that is used for hiring, procurement, community engagement and policy making decisions for the purpose of preventing institutional racism and identifying new options to remedy long-standing inequities.



Minneapolis Department of Civil Rights Employment Equity Division

Operate within a regional collaboration called Everybody In, which consist of public and private sector members working together to eliminate racial employment disparities.

Minneapolis Department of Civil Rights Employment Equity Division

Develop and manage a youth internship and leadership development program that creates a pipeline of qualified and experienced entrylevel professionals for the public sector.





Minneapolis Department of Civil Rights Employment Equity Division

Manage an initiative that advances digital equity and financial literacy for minorities.

Building Strategic Alliances towards Equitable Solutions







Nekima Levy – Pounds, J.D.

Associate Professor of Law Director of Community Justice Project (CJP)



Report on Unemployment Disparities







Uneven Pain

Portrait of Inequality

Black Children in America



Children's Defense Fund













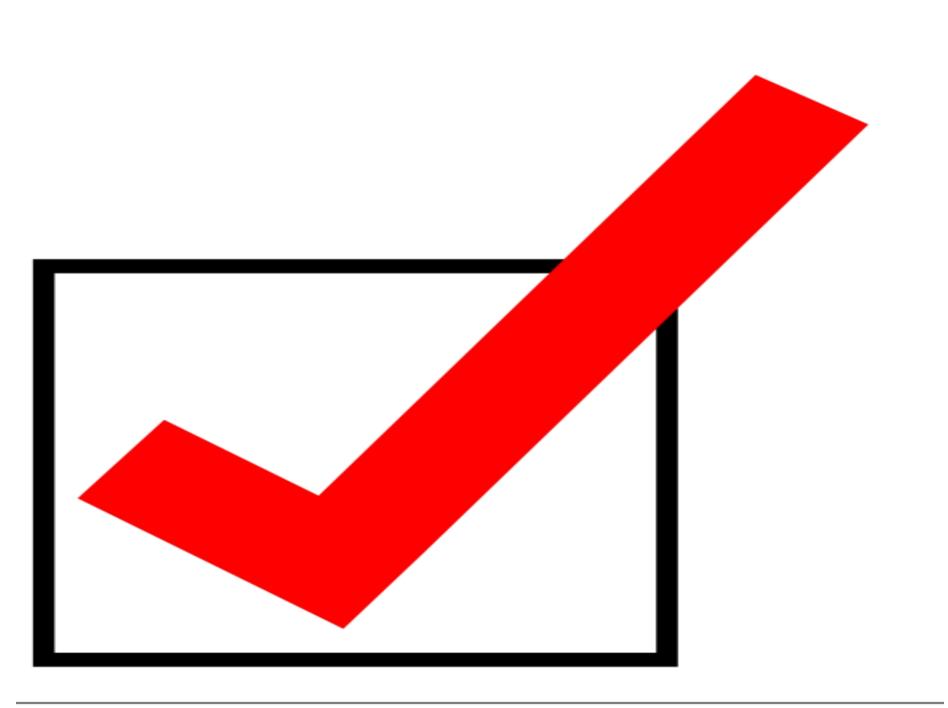




















Bill McKinney

Senior Vice President, Thrivent Financial Staff Lead of The Itasca Project



ITASCAproject

Itasca Project priorities

1

Generate high quality job growth

Itasca Project goals

- Raise economic competitiveness& quality of life
- Reduce & eliminate disparities

Advance a comprehensive and aligned transportation system

Improve our region's education system

Itasca Project priorities

1

Generate high quality job growth

Itasca Project goals

- Raise economic competitiveness
 & quality of life
- Reduce & eliminate disparities

Advance a comprehensive and aligned transportation system

Improve our region's education system

2



High educational attainment:

- #1 of top 25 metros for adults with high school diploma
- > #5 for adults with at least a bachelor's degree



Strong workforce participation:

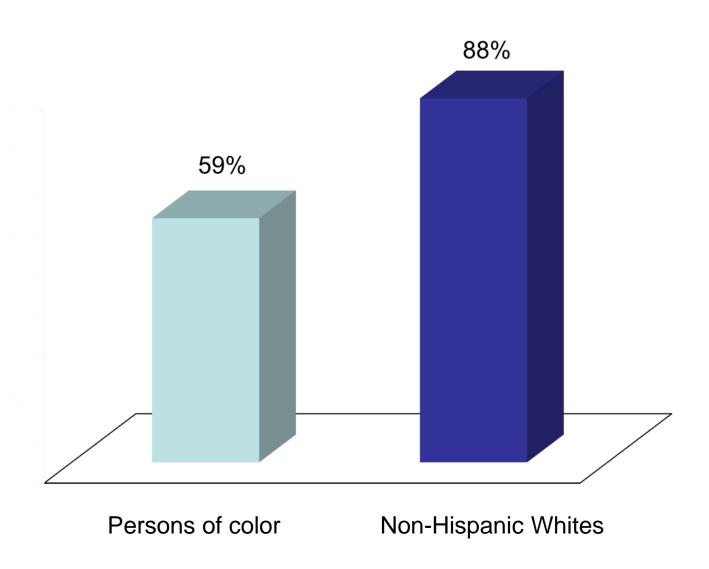
▶#1 workforce participation rate among top 25 metros



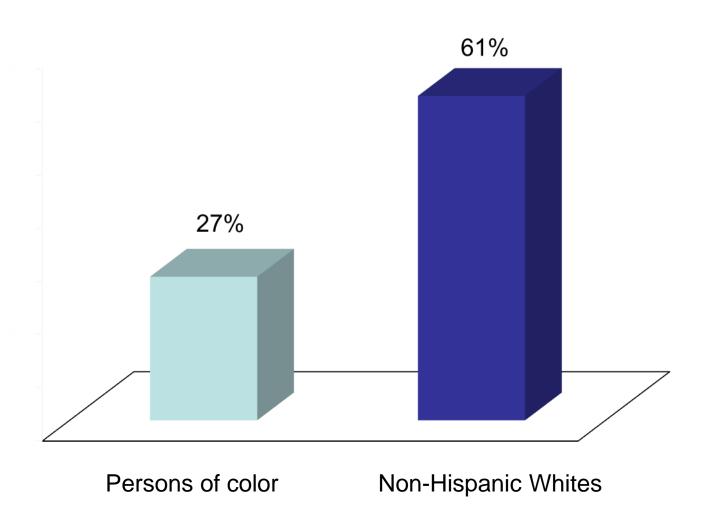
Low rates of poverty:

- > 3rd lowest poverty rate (10%) among top 25 metros
- ➤ High rankings on personal earnings (7th) and household income (6th) among top 25 metros

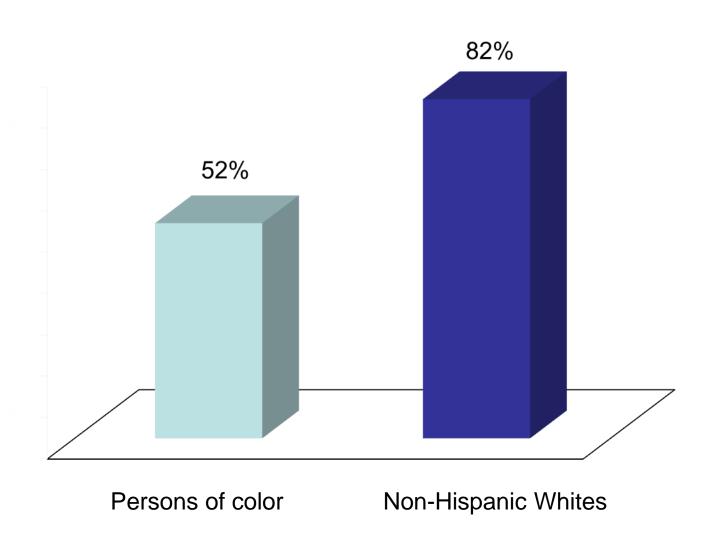
~30 percentage point gap in 3rd graders meeting reading standards



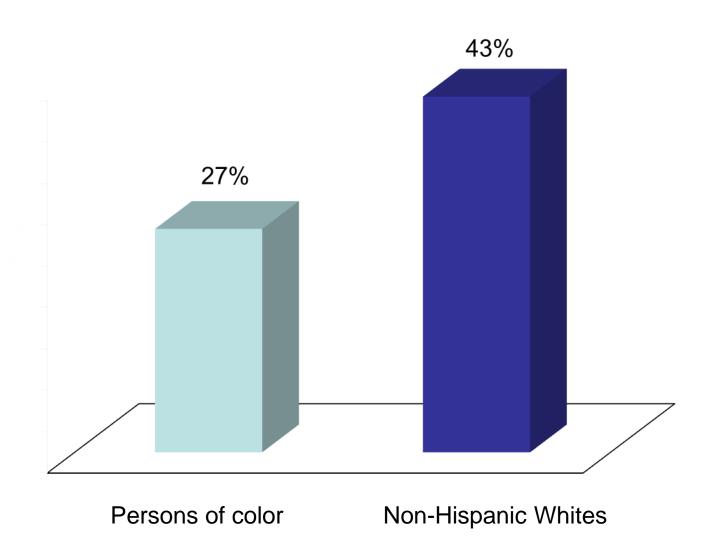
~35 + percentage point gaps in 11th grade math proficiency



Roughly half of students of color graduate high school on time



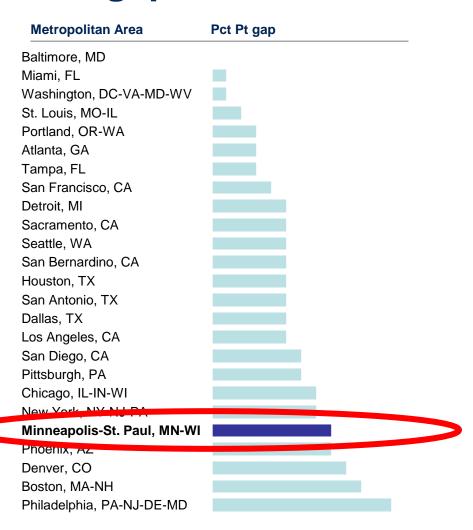
15+ percentage point gap in bachelors degree or higher



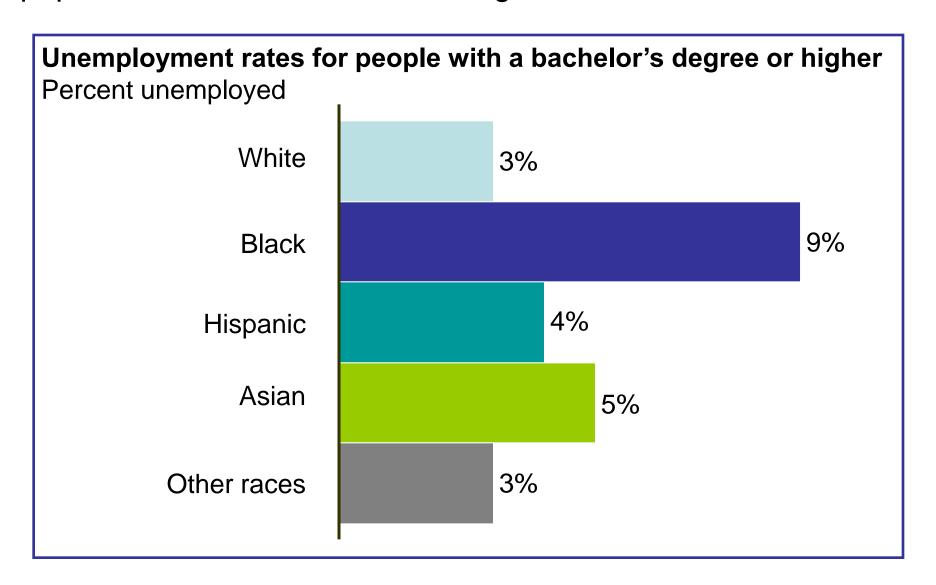
LAST among top 25 metros in White-Black employment gap



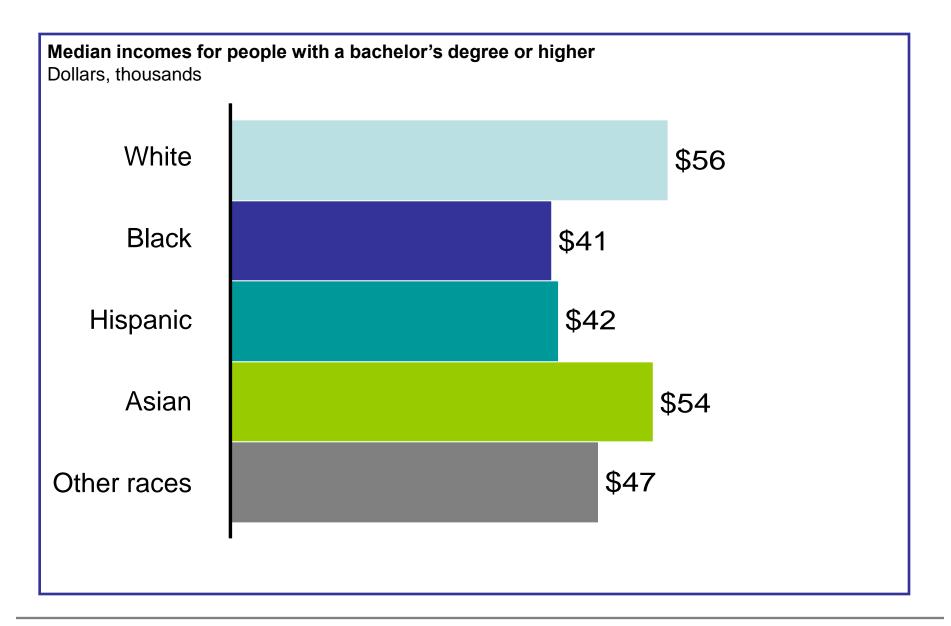
21st among top 25 metros in White-Hispanic employment gap



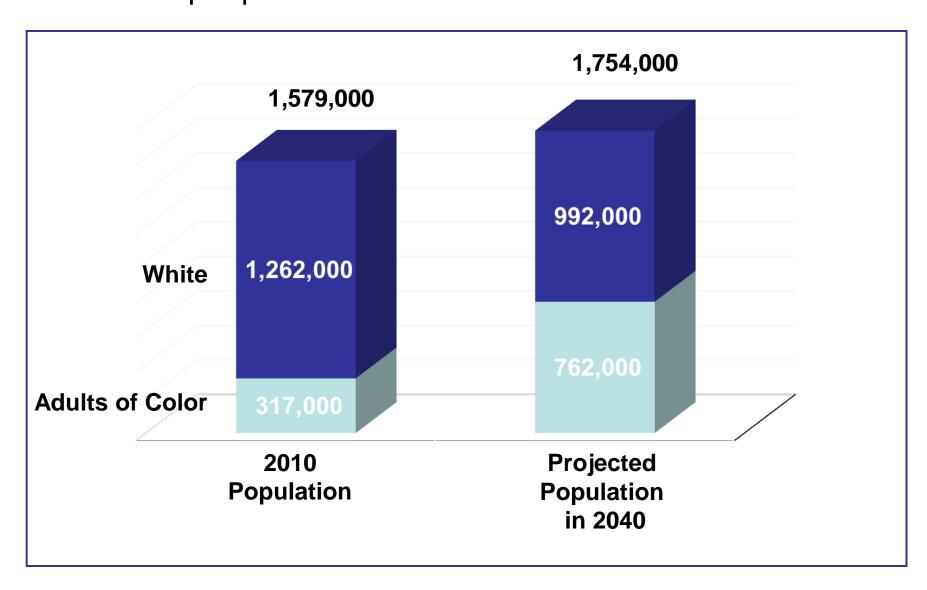
Unemployment gaps persist between the White and Black populations, even when controlling for education levels



...And income gaps also persist even when controlling for educational attainment



All of the population growth in Minnesota in the next 30 years will be from people of color



This is a significant concern for all employers?



Customers WILL change

Recruiting sources must change

Our cultures must change

If we don't close the gap?

Employment

Overall metro employment level will decrease slightly relative to today

Income

Median personal income will remain flat in the metro

If we DO close the gap?

Employment

- 122,000 more adults employed in paid workforce
- 5 percentage point increase in adult employment in the metro



If we DO close the gap?

Income

- Median personal income increases by 16%
- \$15 billion more personal income in the region (8% of today's metro GDP)

















Thanks for letting us be part of this event!



Patricia Brady

Director of Ramsey County WIB and Workforce Solutions
Staff Lead of Everybody In Regional Collaborative





Everybody In

Reducing Racial Employment Disparities in the Ramsey County Metropolitan Area













African American Leadership Forum BAC Training Center Blue Cross/Blue Shield

Build Wealth Minnesota

Chicano Latino Affairs Council

City of Minneapolis

Culture Brokers Foundation

Governor's Job Initiative, DEED

Greater MSP

Greater Twin Cities United Way

Growth and Justice

Health Partners

McDonalds

Metropolitan Council

Metropolitan Economic

Development Association

Minneapolis Public Schools

Minneapolis Regional

Chamber of Commerce

MN Department of Human Rights

MN Department of Transportation

Neighborhood Development

Foundation

Network for Better Futures

Phillips Family Foundation

Ramsey County Workforce

Investment Board

Ramsey County Workforce Solutions

Stratis Health

Saint Paul College

Saint Paul Promise Neighborhood

Saint Paul Public Schools

The McKnight Foundation

University of St. Thomas

School of Law

Urban League

Wells Fargo Foundation

Wilder Foundation

Eliminate racial disparities by 2016





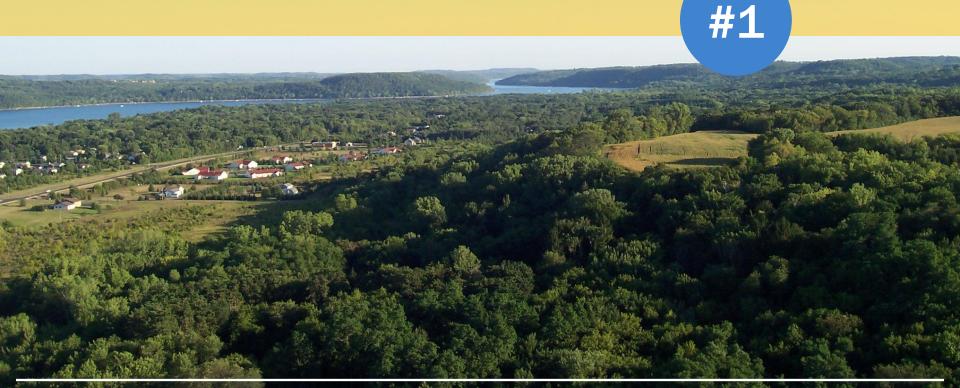


policy

CHANGE

systems

Raise **public awareness** among employers and greater community about racial employment disparities





Create a broad-based regional collaboration of employers, including business, government, nonprofit organizations educational institutions, and service providers













